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## Fairs

### CONXEMAR Vigo – ES

Feria Vigo – 2-4/10/2007

[www.conxemar.com](http://www.conxemar.com)

### PIR Moscow – RU

Crocus Expo – 3-6/10/2007

Pav. 3 – Hall 14 – Stand 1D27

[www.pir.ru](http://www.pir.ru)

### ANUGA Cologne – D

Kölnmesse – 13-17/10/2007

Hall 4.2 – Stand E019

[www.anuga.com](http://www.anuga.com)



## Ardo: refreshingly different

### Innovation and variation

**Ardo is innovating all the time, both in terms of end-products and raw materials.**

And Ardo is also adding a number of brand-new trendsetters to its range. Risotto, creamed broccoli, Insalata Mediterranea, etc. are all in-demand new preparations that prove we have our finger firmly on the pulse of modern consumer needs. We also dare to **take full advantage of changing eating habits**. Jerusalem artichoke, for example, is a root crop that is currently gaining popularity again. We have now included this easy-to-digest vegetable in our range so that you can discover the numerous possibilities it has to offer.

And our instinct for innovation extends even further. Not only are we doing everything we can to expand the number of vegetable types we have to offer, but we are also constantly seeking out the best possible varieties. Our range of spinach illustrates this perfectly. This leaf vegetable is available from us in all its forms: on its own, in various ready-made dishes, such as Risotto Spinaci, or included in a whole heap of mixes. We examine this trend in greater depth later in this issue of Actual.

### Investment required

It would seem that you value the efforts we make in terms of innovation and diversification, because our sales continue to grow year after year. **This means that new investments in production, packaging and distribution are also required if we are to keep on meeting the growing demand.**

In recent months, we have made fresh investments at our production plants in Alpiarça, Albacete, Geer, St. Sever and Zundert. It is also our intention to continue growing in the future, which is why we leave nothing to chance and always keep our ear to the ground and listen carefully to what you ask for.



# Spinach as tough as iron



What is the link between Popeye and Ardo? Spinach, of course! Popeye got his strength from eating it and Ardo is going from strength to strength by producing it. Which is no coincidence. We do everything we can throughout our entire production process to make sure what ends up on your plate is top quality.

## You reap what you sow

At Ardo we plan the way our spinach is sown in conjunction with the farmer. And we only work with **qualified farmers who meet strict standards in terms of food safety**. We also work carefully in selecting the right fields for the crop. We only sow on fertile land with a low nitrate content in fields that can be irrigated. It's something we monitor very carefully, taking soil samples through the nitrate programme that we have put in place with the land and soil inspection bureau.

In total, we sow and harvest our crops four times a year, although not always in the same fields. Our agronomist monitors the crops and yields continuously on a crop sheet. Different types of spinach with the same flavour but different growth rates are sown all the time so that there is a **constant supply**. And because the Ardo group grows spinach in a variety of farming areas in Spain, France, Belgium, the Netherlands and the Czech Republic, we are able to manage volumes and **spread the risk of poor harvests**.

## Supplying, washing and blanching

Once the spinach has been harvested, it is taken immediately to the factory; this is to avoid nitrite problems, but particularly to retain its freshness and nutritional value. This is because spinach loses its vitamin C quite quickly, so the time between harvesting and processing needs to be kept to a minimum. Our fields are located close to one of our production facilities and there is also constant contact between the field and the factory so that supply can be matched with processing capacity.

When it gets to the factory, we begin by giving the spinach a thorough wash. We remove the insects and discoloured leaves in two ways: through ventilation and a washing unit – the cleansing combination of a flow of water and air. After washing, we blanch the spinach briefly until it is cooked, after which it is quickly chilled. That way, the leaf is hardly damaged and **all of the colour, flavour and vitamins are sealed in**.

## Processing into the end-product

The final step sees the spinach processed into the end-product. Just as we do in the previous phases, quality controls are conducted here, too. Because spinach is one of the leading products in the Ardo range, we have made major investments in **hi-tech production lines** in recent years. One of the benefits of this technology is that any variations in the end-product can be kept to a minimum.

The environment is a winner as well, because the new technology means less consumption of energy.

**Just as important as our machines are our workers.** The flavour and texture of spinach varies depending on the time of year the crop is harvested. This means that our people have to make sure the production lines are set up just right. So as you can see, **we do everything we can to ensure that our cast-iron position in the spinach market is maintained and strengthened.**

## Strengths

Ardo spinach stands out from the rest as the result of our:

- nitrate programme
- hi-tech lead
- close monitoring
- total integration: from seed to packaged product
- total range for all segments

## Spinach to suit every taste

Spinach is ideal for a whole host of flavoursome and vitamin-rich dishes. And with Ardo's help, you can enjoy spinach that is ready to serve quickly and conveniently. You can choose from a wide range of spinach products: from blocks and individual portions to loose frozen leaves. There's something for every segment of the market.

### Spinach 'as itself'

- Loose frozen leaf spinach (IQF)
- Leaf spinach in individual portions
- Cut leaf spinach in individual portions
- Chopped spinach in individual portions
- Chopped spinach in blocks

### Preparations featuring spinach

- Chopped creamy spinach
- Cream leaf spinach
- Risotto spinach

### Mixes with spinach

- Wok Verde
- Pasta Primavera
- ...





# Scrumptious trendsetters!



Creamed broccoli



Roast Supreme

Ardo is constantly searching for innovative products, so we are delighted to present some of the new trendsetters from our range. These products are available in small packs designed to please consumer needs. Here is a short summary:

Our 'A Table' range has long offered a choice from an extensive range of delicious and healthy fresh frozen vegetable dishes in easy-to-use portions. We have now added a number of other popular choices:

## Risotto

Risotto is now very popular, but requires a great deal of time to make it yourself. Which is why Ardo is launching **three tasty, savoury, ready-to-use varieties that can be reheated quickly in the microwave or pan.** They all come packed in an attractive 'stand-up' bag.



Packed in an attractive 'stand-up' bag!



**Risotto Spinaci** with cooked rice, spinach, cheddar, onion, cream, herbs and olive oil  
RIS45Z – 20x450 g



**Risotto Funghi** with cooked rice, white mushrooms, oyster mushrooms, cheddar, onion, cream and herbs  
RIF45Z – 20x450 g



**Risotto Pomodori** with cooked rice, tomato, grilled yellow pepper, green asparagus, cheddar, puree of red pepper, olive oil and herbs  
RIP45Z – 20x450 g

## Creamed broccoli

Broccoli is a favourite with both young and old. And now Ardo has added extra flavour with a light cream sauce. All you need to do is heat the creamed broccoli in a saucepan on a gentle heat for 20 minutes.

UBC75A – 12x750 g

## Insalata Mediterranea

With summer temperatures just around the corner, a cold pasta salad with Mediterranean vegetables and the right dressing is pleasantly refreshing. Simply defrost and it's ready to serve! It couldn't be simpler.

IME45Z – 20x450 g

Packed in an attractive 'stand-up' bag! With dressing!



## Roast Supreme

A sublime mix of grilled and roasted vegetables enhanced with a beautifully seasoned butter sauce based on balsamic vinegar and soy sauce. Ideal for hearty meat dishes.

RSU45A – 20x450 g

## Jerusalem artichoke

The Jerusalem artichoke is the newcomer to our 'Classics' range. This easy-to-digest vegetable with the sweet taste of artichoke is gaining in popularity. It contains fructose, insulin, calcium, iron and sodium and can be boiled, roasted, fried, braised or used uncooked in salads, purees and soups.

Classics

Vegetable mix with Jerusalem artichoke



## Investing in the future

## Market and harvest reports



Ardo is constantly on the move. And to ensure that we can provide you with even better service in the future, we have made investments at a number of our sites.

### Alpiarça (P): Mixing and packing lines

Ardo currently has two locations in Portugal: Alpiarça and Leiria. Our aim in the future is to centralise the whole process, from raw material to end-product at a single site in Alpiarça. Why? To be able to operate more efficiently and meet demand in the Portuguese market better than ever before.

As a result, we invested in a new **1000m<sup>2</sup> building** at our factory in **Alpiarça**. A **mixing line** is installed, **capable of mixing up to five ingredients**, as well as **two packaging lines** handling pack sizes ranging from 200g (small bags) to 20kg (cartons).

### Geer (B): Mixing and packaging line

We also invested in a **new mixing and packaging line** at our Belgian plant in Geer. This will enable us to pack small volumes of vegetables and/or vegetable mixes in what are known as 'stand-up bags'. The big bonus with these upright bags is that they can be displayed clearly in freezer cabinets.

Some new 'A Table' references are already packed in these new bags.



### Saint-Sever (F): Production line

The existing production line at our Saint-Sever facility in France is being replaced by a **line with twice the capacity**. This is a major step forward, because we will now be able to produce Romano beans and more peas. Which in view of rising sales is really needed.

### Albacete (ES): New tunnel

We are also expanding in Spain by adding a new tunnel to the production lines in Albacete. The new tunnel will enable us to **boost capacity**.



### Zundert (NL): Coating and production line

Demand is rising for prepared vegetables with sauce, either coated in the sauce or with individual sauce portions. As a result, Ardo Zundert has invested in new facilities, including a **full coating line and a sauce production line**. First results of these efforts are already visible, with **new product launches in the A Table range**.

The European fruit and vegetable market is growing **steadily**, with growth rates of some 2% expected up to 2010. Germany, France, the United Kingdom and Italy together account for more than a half of the total turnover. Good harvest results are thus very welcome.

In the meantime, harvesting is already under way in large parts of Europe for 2007:

The harvested volumes of the first **winter spinach** were rather disappointing. Nevertheless, they were urgently needed to make up for shortages. Hopefully, the situation can be stabilised in part by the spring spinach harvest.

The harvest of **spring cauliflower** in Brittany fared better, and was able to offset, in part, the shortages for the rest of Europe. A smooth transition to the coming summer harvest is now more likely.

In Spain, Portugal and Italy, the early **peas** have been harvested. The quality results are normal, but the quantities are down by 10 to 20%.

Certain **other crops** that were sown recently, and that had just started growing, probably suffered damage during the dry and warm April in Northern and Central Europe. The scope of the damage will be apparent in the next few months. In Southern Europe, however, it was cold and wet, with at times excessive rain and hail, which delayed and partially damaged the crops, particularly the sweetcorn and peas crops.

Weather circumstances are not alone in determining whether there will be sufficient volumes of raw produce, other factors such as the shortage of cultivation acreage of the bio fuel industry also come into play. We shall monitor such factors very closely and will keep you posted.





# Deliciously healthy

# Ardo News



The "Choice of Customers 2007" prize being awarded in Prague.

Manfred Ahorner is in charge of the kitchens at the AUVA hospital in the Austrian city of Linz. Two years ago, he moved with his team to a new complex with a sparkling modern kitchen. One thing that didn't change, though, was his use of Ardo products.

"Handling purchases, providing guidance for staff, sitting in on discussions, etc.: my job covers all sort of areas," starts off Manfred Ahorner. "And on top of that, I bear a major responsibility, because good food makes a significant contribution to patients getting better quickly. Which is why having top-quality ingredients such as Ardo is particularly important."

## Wide range

Manfred Ahorner provides the patients and staff at the hospital with an extensive choice of meals on a daily basis. "Every day, we offer them four different menus," he says. "And if special dishes are required for medical reasons, we prepare those as well in consultation with our dietician."

Manfred and his team use Ardo fruit and vegetables in their dishes. "For example, we use Ardo leaf spinach in lasagne, because it is rich in iron when fresh frozen the way they do it. Or we add creamy spinach to classic dishes such as boiled beef with vegetables."

## Importance of products that are easy to use

Manfred Ahorner expects Ardo products to play an even greater role in his kitchen in the future. "In addition to the dishes we prepare every day for patients and staff, we also cater for the participants attending seminars at our conference centre," he adds. "We know that this work will increase in the future, although the number of staff I have on my team will stay the same. **This means that using Ardo products that are so easy to prepare will also increase.**"



Manfred Ahorner

## AUVA hospital in figures

- ✓ 600 to 800 meals a day (soup, main course and dessert)
- ✓ a choice of 4 menus at midday and in the evening
- ✓ a different series of menus every 7 weeks
- ✓ kitchen with 4 chefs and 13 assistant chefs

## Fresh-frozen vegetables from Mochov in the prizes again



A little time ago, our Czech Mochov range was acclaimed by the retailers. Now it seems

that consumers can't get enough of the great tastes, either. The new Mochov range – which includes Fitness Mix, Wok Verde and Pasta Primavera – has been **awarded top prize in a survey conducted among end-users in the category for 'Frozen Vegetables'.**

## Findus on TV



Spanish TV viewers will be able to enjoy a commercial for **Findus Brasador** during the summer months.

This range of **delicious grilled vegetables** consists of a wide selection of products that simply have to be heated and served. Brasador places extra emphasis on the new ingredients in the range, such as grilled green asparagus. You can find more detailed information at [www.findus.es](http://www.findus.es).

## Ardo recruits

Along with our range of products, we are also constantly expanding our workforce. Once again in this issue, we would like to introduce **some of our new members of staff:**

### Ardo UK:

- **John Lowrie**, culinary adviser for catering customers
- **Darren Schlosser** is the new technical manager to head the QA Department

**Ardo Ardoie:** Elyn Castelein has joined the Marketing team at the Ardo Coordination Centre and is responsible for all prepress activities

**Ardo Nyborg:** Carsten Aalund, plant director for the production unit in Nyborg

**Ardo Spain:** Diego Ortega Valero, culinary adviser



# Culinary Ardo



Spinach is such a versatile vegetable and has so much to offer in the kitchen. Guest chef for this issue of Actual, Manfred Ahorner, has given us his recipe for home-made spinach lasagne. This is a recipe that pleases the taste buds of all the patients and staff at Manfred's hospital. And our team of culinary advisers has also served up a creative spinach starter or side dish that goes beautifully with fish or poultry.

## Filo parcels with spinach and ricotta

### Ingredients to serve 4:

4 sheets filo pastry, 250g Ardo chopped spinach, 50g grated Parmesan, 1 teaspoon grated lemon zest, 250g ricotta or fromage frais, 1 teaspoon Ardo chopped basil, salt and pepper, melted butter/vegetable oil, 1 spring onion

Fold the sheets of filo pastry in two and grease the side lying on the work surface. Steam the spinach until all of the moisture has gone and then mix with the Parmesan, lemon zest, ricotta and chopped basil. Add pepper and salt and place the filling centrally on the four sheets of filo. Fold over the filo pastry to make a parcel and seal with a long, thin strip of onion. Place the parcels on a baking tray with greaseproof paper and bake in the centre of the oven for about 15 minutes at 225° C.



## Lasagne with spinach and feta cheese

### Ingredients to serve 10:

600g lasagne, 1250g Ardo leaf spinach, 200g Ardo diced onion, 1.2l full cream milk, 120g butter, 120g flour, 300g feta cheese, 200g emmental cheese, 20ml oil, ground black pepper, garlic, salt, nutmeg

Make a roux with the butter and flour. Add milk and beat with a whisk until smooth. Cook gently and season with salt, pepper and nutmeg. Fry the finely chopped onion in oil. Add the leaf spinach and season with salt, pepper, garlic and nutmeg. Lightly grease an ovenproof dish. Fill the dish in layers with sheets of lasagne, béchamel sauce, spinach and little chunks of feta cheese. Pour on the béchamel sauce. Sprinkle with cheese.

**Tip: instead of feta, you can also use mozzarella or ricotta.**



*Delicious!*



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